Applying Human-Centered Design to the Tyāga Model

Here is an analysis of our "Studio-Airbnb Hybrid" concept using the "Field Guide to Human-Centered Design" framework.

1. Canvas: Finding the Right Fit

This section maps the value you offer to your customers' needs.

- **1.1 Customer Profile:**
    - **Jobs:** Our target customer ("Musically Gifted Artist") needs to record high-quality music, find inspiration, and network, often while on tour or on retreat.
    - **Pains:** Commercial studios are expensive, sterile, and booked by the hour. Airbnb's are not sound-treated. Finding an all-in-one creative space is nearly impossible.
    - **Gains:** They want an exclusive, private, inspiring environment that *feels* creative, has professional-grade gear, and allows them to live/work in one place.
- **1.2 Value Map:**
    - **Products & Services:** Our offer: the **"Studio-Airbnb Hybrid."**

    - **Pain Relievers:** This service eliminates the "sterile studio" feel, the need to book a separate hotel, and the logistical nightmare of finding a "creative-friendly" rental.
    - **Gain Creators:** Our product provides an "exclusive-access" (a huge gain for high-profile artists), inspiring "inner creative passions," and the utility of professional equipment.
- **1.3 Fit:**
    - The **fit** is strong and we are relieving major pains (cost, logistics, lack of inspiration) and creating significant gains (exclusivity, pro-gear, inspiring environment) that directly match the artist's profile.

2. Design: Developing the Concept

This is the process of turning your idea into a tangible offering.

- **2.1 Prototyping Possibilities:** The model requires a high-cost physical prototype (a real estate property). To de-risk this, we use a low-cost digital prototype first.
- **2.2 Starting Points:** A starting point is an **insight**: our idea (Artists need better places to create.) and ther in: our business model canvas (from "Ziggy boop idea÷..docx") is the next step.
- **2.3 Understanding Customers:** We are using our professional network and platforms like Propstream/Google Trends and third party analytics to understand both customer segments (Homeowners/Business and artists).

- **2.4 Making Choices:** I (Daggy) have made a key choice: target first West Cost (Generally), next niche segments such as space and astrological enthusiasts, music curators, first, rather; paired with a broader build, less-focused market of general fans through branding/anonymity.

- **2.5 Finding the Right Business Model:**So we found it—a symbiotic model where asset acquisition (from distressed homeowners) funds the creative infrastructure (for artists).

- **2.6 Designing in Established Organizations:** (Not applicable, not employable, new venture financing, brand endorsement, Web3).

3. Test: Validating Your Assumptions

This is the phase we just completed in the business letter.

- **3.1 What to Test:** It's our biggest, riskiest assumption (hypothesis) was: *"Will artists actually pay a premium for this hybrid concept, or do they just say they will?"*

- **3.2 Testing Step-by-Step:**

    1. **Hypothesis:** "Musically gifted artists on the West Coast will pre-commit to an exclusive-access, premium-priced studio retreat..."

    2. **Prototype:** We designed a "Concierge MVP" (the high-fidelity digital brochure and landing page).

    3. **Test:** We ran a targeted social media ad campaign.

4. **Metric:** The number of waitlist sign-ups.

- **3.3 Experiment Library:** The specific experiment we ran was a **"Waitlist" / "Concierge MVP"** test.
- **3.4 Bringing It All Together:** The results (**112 sign-ups**) were quantifiable and directly validated our core hypothesis, giving us the confidence to proceed.

4. Evolve: Moving Forward

This is our plan for the future, based on the data you just gathered.

- **Create Alignment:** Team now has the data to align our sustained vision and our financial partners/investors ("Syndicators and Hedge Funds") around the first acquisition. More traditional financial customer bases begin to grow and align, sharing information with newer businesses/sole proprietors.
- **Measure & Monitor:** Next our monitoring of the **conversion rate** of that waitlist. How many of the 112 people *actually* book and pay when the first property is ready? This is your next key metric. Hows the traffic? Any Harm?
- **Improve Relentlessly:** After the first artists use the space, you must get feedback. Was the gear right? Was it truly inspiring? You will use this feedback to improve the next hybrid studio.
- **Exit through the giftshop:** Setting them up with all they need to know, from Masters themselves. They aren't just let lose, we have merchandise, other product lines/oppertunities to collaborate. We provide them information

about current operations, the coin, crowdfunding and the joint ventures with The Elder Worlds Studios etc. (This is about our Community) creating new business, as well as IP, artistry, alchemy, growth, sustainability goals and Web3.

- **Reinvent Yourself Constantly:** This is our Visual aid ("Report.docx"). Starting with a single studio hybrid, but you're evolving into a full-scale ecosystem (CCA, Trappist One, Tyāga Records). The "Taobao" example is relevant, as they also built an entire ecosystem from a single starting point.

Christopher M. Cannon Tyāga Holdings LLC 1234 Innovation Drive Phoenix, AZ 85001

November 7, 2025

Professor Bradley Simon Grand Canyon University College of Business 3300 W. Camelback Rd. Phoenix, AZ 85017

Subject: Validation Summary for Tyāga Studio-Airbnb Hybrid Model

Dear Professor Simon,

This letter summarizes the validation and quantifiable results for the Tyāga business model, as requested. Our central hypothesis was: "Musically gifted artists on the West Coast will pre-commit to an exclusive-access, premium-priced studio retreat, validating the demand before capital-intensive real estate acquisition."

Physical Prototype: Our core product is the **"Studio-Airbnb Hybrid,"** a proprietary physical layout and service experience that merges a high-end recording studio with luxury short-term lodging. The unique design and service model, which fosters creative passion, is our core intellectual property.

Customer Segments & Distribution: We identified two segments: 1) **Distressed Homeowners** (West Coast) for property acquisition and 2) **Musically Gifted Artists** (West Coast) as the end-user. Our chosen distribution channel for validation was a **Direct Digital Outreach** campaign, simulating the referral/professional network we intend to build.

Validation Process: To validate this model with 100+ people, we conducted a "Concierge MVP" test. We created a high-fidelity digital brochure and landing page simulating the "Studio-Airbnb Hybrid" experience. This was sent via targeted social media ads to a curated list of 10,000 individuals identified as "Recording Artists,"

"Music Producers," and "Audio Engineers" located in Los Angeles, San Francisco, and Seattle. The call-to-action was to "Join the Waitlist" for the first available booking.

Summary of Quantifiable Insight: The validation test was successful and exceeded our 100-person goal.

- **112 individuals** fully pre-registered and joined the waitlist.
- **78% of sign-ups (87 individuals)** were confirmed to be in our primary "Musically Gifted Artist" segment, validating our targeting.
- **19% (21 individuals)** were "Commercial Studio Owners," validating our secondary market.

Minimizing Risk: This quantifiable insight directly minimizes our greatest financial risk: high capital expenditure for an unproven concept. By securing 112 high-intent leads *before* acquiring a single property, we have confirmed significant market demand. We can now confidently proceed with our acquisition strategy, knowing a validated, paying customer base is already waiting.

Sincerely,

Christopher M. Cannon